

Request for Reconsideration after Final Action

The table below presents the data as entered.

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SERIAL NUMBER	86012187
LAW OFFICE ASSIGNED	LAW OFFICE 108
MARK SECTION (no change)	
ARGUMENT(S)	
Please see the actual argument text attached within the Evidence section.	
EVIDENCE SECTION	
EVIDENCE FILE NAME(S)	
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DESCRIPTION OF EVIDENCE FILE	Argument and Exhibits
SIGNATURE SECTION	
RESPONSE SIGNATURE	/Mary Sotis/
SIGNATORY'S NAME	Mary Sotis
SIGNATORY'S POSITION	Attorney of record, New York bar member
SIGNATORY'S PHONE NUMBER	(212) 980-0120
DATE SIGNED	11/26/2014
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Wed Nov 26 11:17:40 EST 2014
TEAS STAMP	USPTO/RFR-74.9.74.97-2014 1126111740004437-86012187 -5003c528431ebb1a0fcd1a79 0837d1f2d7576e55f40668da6 a23cc7f41d794d9b-N/A-N/A- 20141126111421565196

Request for Reconsideration after Final Action To the Commissioner for Trademarks:

Application serial no. **86012187** has been amended as follows:

ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

Please see the actual argument text attached within the Evidence section.

EVIDENCE

Evidence in the nature of Argument and Exhibits has been attached.

Original PDF file:

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Converted PDF file(s) (9 pages)

[Evidence-1](#)

[Evidence-2](#)

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SIGNATURE(S)

Request for Reconsideration Signature

Signature: /Mary Sotis/ Date: 11/26/2014

Signatory's Name: Mary Sotis

Signatory's Position: Attorney of record, New York bar member

Signatory's Phone Number: (212) 980-0120

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 86012187

Internet Transmission Date: Wed Nov 26 11:17:40 EST 2014

TEAS Stamp: USPTO/RFR-74.9.74.97-2014112611174000443

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-N/A-20141126111421565196

UNITED STATES PATENT AND TRADEMARK OFFICE

Mark : HEALTHY NEVER LOOKED SO GOOD.
International Class : 032
Serial No. : 86012187
Applicant : SBD Holdings Group Corp.
Filed : July 17, 2013
Law Office : 108
Examining Attorney : Fred Carl III

The following is in response to the Final Office Action mailed on May 28, 2014.

Section 2(d) Refusal

The Examining Attorney has issued a final refusal to register Applicant's trademark HEALTHY NEVER LOOKED SO GOOD. ("Applicant's Mark" owned by "Applicant") in connection with "*smoothies*," in International Class 32 on the ground that Applicant's Mark is likely to be confused with the registered mark HEALTHY NEVER TASTED THIS GOOD (Reg. No. 3470378) (the "Registered Mark") owned by Blue Lake Citrus Products LLC (the "Registrant") and registered for "*citrus juices*."

Because of the (i) dramatic differences between the goods offered under each mark, (ii) different consumers of the goods offered under each mark and (iii) significant differences in the marks themselves, including their connotation and commercial impression, Applicant respectfully requests that the Examining Attorney reconsider the decision that confusion between Applicant's Mark and the Registered Mark is likely, and approve Applicant's Mark for publication. In the event that the Examining Attorney does not reconsider, with this filing Applicant is submitting a Notice of Appeal with the Trademark Trial and Appeal Board.

Argument

1. *The Goods At Issue Are Different*

Applicant submits that the goods to be offered under Applicant's Mark and the goods and services offered in connection with Registrant's Mark are not similar. Applicant's Mark will be used in connection with "*smoothies*" by Applicant, SBD Holdings Group Corp. The Registrant offers "citrus juices."

"Smoothies" and "citrus juices" are fundamentally different products. Smoothies are sweet blended beverages that may contain a mix of various ingredients such as chocolate, peanut butter, ice, fruit, honey, milk, yogurt or ice cream, protein powder and other nutritional supplements. Smoothies have a milkshake-like consistency that is thicker than juice and other beverages. Smoothies are often consumed as a meal substitute rather than a beverage accompanying a meal. Smoothies are often marketed to health-conscious people, and are frequently used in connection with a body building or weight loss program. This is especially true for smoothies branded with the SOUTH BEACH DIET trademark (owned by Applicant), as evidenced by Applicant's use of the Applicant's Mark with its smoothies. For example, the page of the Applicant's website which is dedicated to its smoothies (also Applicant's specimen of use) includes the following text which accompanies and describes the smoothies: "With just 100 guilt-free calories, they're a deliciously different part of your **weight loss plan.**" See Exhibit A (emphasis added).

Conversely, "citrus juice" is a very specific, one-ingredient, fluid and tangy drink made from the fruit of flowering plants. Citrus juice comes from a single biological source. Citrus

juice will rarely, if ever, be used as a full meal replacement. Furthermore, unlike smoothies, citrus juice will not be used to assist with weight loss or muscle building. In fact, the Registrant almost exclusively makes juice from orange varieties, and it is commonly thought and discussed that fruit juices should be avoided on weight loss-centered diet plans, see, e.g. Exhibit B.

<http://www.medicaldaily.com/drinking-fruit-juice-ruins-diets-food-facades-avoid-247345>;

<http://www.lifetime-weightloss.com/blog/2012/8/15/why-you-should-avoid-orange-juice.html>;

<http://www.livestrong.com/article/474713-orange-juice-and-weight-loss/>.

Thus, although Applicant's Mark and Registrant's mark may be used in connection with the very broad and general area of beverages, it is clear that the goods with which they are used are significantly different. The differences between the goods in question here are at least as great as in other cases involving similar marks covering similar goods or services where no likelihood of confusion was found by the Court or the Board. See e.g., In re HerbalScience Group, LLC, 95 USPQ2d 1321 (TTAB 2010) (MINDPOWER for botanical extracts sold to manufactures not confusingly similar with MIND POWER RK for dietary and nutritional supplements due to significant differences in trade channels and classes of customers); In re Mars, Inc., 741 F.2d 395, 396 (Fed. Cir. 1984) (no likelihood of confusion between CANYON for candy bars and CANYON for citrus fruits); Vitarroz Corp. v. Borden, Inc., 644 F.2d 960 (2d Cir. 1981) (no confusion between BRAVO'S for crackers and BRAVOS for tortilla chips); Sunenblick v. Harrell, 895 F. Supp. 616 (S.D.N.Y. 1995) (no confusion between UPTOWN RECORDS for a jazz music record label and UPTOWN RECORDS for a rap and R&B music record label), aff'd, 101 F.3d 684 (2d Cir. 1996); United Foods, Inc. v. United Airlines, Inc., 41 U.S.P.Q.2d 1653 (T.T.A.B. 1995) (no confusion between UNITED EXPRESS for transportation of goods by truck and identical mark for transportation of goods by air); In re Donnay

International Societe Anonyme, 31 U.S.P.Q.2d 1953 (T.T.A.B. 1994) (no likelihood of confusion between GHOST for tennis, table tennis, squash, and badminton rackets and bags and THE GHOST for soccer balls); and Local Trademarks, Inc. v. Handy Boys, Inc., 16 U.S.P.Q. 2d 1156 (T.T.A.B. 1990) (LITTLE PLUMBER for liquid drain opener held not confusingly similar to LITTLE PLUMBER and design for advertising services, namely the formulation and preparation of advertising copy and literature in the plumbing field).

The mere fact that the goods at issue both may be beverages is simply not enough to warrant a holding that consumer confusion is likely. “When two products or services fall within the same general field, it does not mean that the two products or services are sufficiently similar to create a likelihood of confusion.” Harlem Wizards Entertainment Basketball, Inc. v. NBA Properties, Inc., 952 F. Supp. 1084, 1095 (D. N.J. 1997). Simply because Applicant’s goods and Registrant’s goods are used in the broad “beverages” industry does not make these goods similar for confusion purposes. Here, like the basketball teams in Harlem Wizards, the differences between Applicant’s goods and Registrant’s goods makes confusion between the marks unlikely.

2. *The Consumers are Different*

Additionally, the consumers of the goods offered in connection with Applicant’s Mark and Registrant’s Mark also are significantly different, further reducing the likelihood of confusion between the marks.

Courts have found no likelihood of confusion between even identical or near-identical marks used for similar products in the same industry, often because of the different consumers of the products. See Glow Industries, Inc. v. Lopez, 273 F. Supp. 2d 1095, 1113 (2003) (noting that “even generally similar products have been found not to be substantially similar where they

have key differences. Whether differences are important turns . . . on whether the products are designed to appeal to distinct or similar customer groups.”).

As discussed *supra*, Applicant offers smoothies, which are likely to be used in connection with a weight loss plan. As such consumers of Applicant’s products are those purchasers who actively seek out Applicant’s products or premade weight loss food and beverage products. Because citrus juice is often discouraged on weight loss diets, as discussed *infra*, these consumers are also likely to specifically avoid citrus juices, such as those sold by Registrant.

Disparately, consumers of Registrant’s products are likely not weight or diet conscious consumers, but rather consumers looking for a higher quality, organic alternative to other orange juice brands. See Exhibit C for information about the nature and quality of Registrant’s citrus juice.

In light of the foregoing, it is clear that Applicant’s goods are not designed to appeal to the same customer group at Registrant’s goods, thus further rendering confusion between the marks unlikely.

3. ***The Marks Themselves Are Different***

In comparing the marks themselves, the marks are compared for similarities in appearance, sound, connotation and commercial impression. *In re E .I. du Pont de Nemours & Co.*, 476 F.2d 1357, 177 USPQ 563 (C.C.P.A. 1973). Because the mark “HEALTHY NEVER TASTED THIS GOOD” is different in sight, sound, connotation, and commercial impression, from Applicant’s Mark “HEALTHY NEVER LOOKED SO GOOD,” Applicant submits that the marks themselves are not similar.

a. The Marks Create Different Connotations And Commercial Impressions

Applicant submits that the connotation and commercial impression of “HEALTHY NEVER TASTED THIS GOOD” and “HEALTHY NEVER LOOKED SO GOOD” are different. Registrant’s mark uses the phrase “never tasted this good” which refers directly to Registrant’s juice. Registrant’s mark will have the connotation and commercial impression with consumers of meaning that Registrant’s juice is usually appealing in taste. Differently, Applicant’s mark uses the phrase “never looked so good” which have the connotation and commercial impression of referring to the way consumers will look after consuming Applicant’s goods. This connotation and commercial impression is enforced by the use of the Applicant’s Mark in connection with Applicant’s SOUTH BEACH DIET mark, as those products are marketed for use with dieting, weight loss and/or weight management.

Further, as discussed *supra*, purchasers of Applicant’s products specifically seek out the goods primarily due to the weight loss and weight management benefits offered by Applicant’s products, thus, the distinct connotation and commercial impression created by the words “never looked so good” will resonate with consumers and cause consumers to correctly perceive Applicant’s goods as goods suitable for use for weight control.

Accordingly, it is clear that Registrant’s mark and Applicant’s mark have very different meanings and will have different connotations and commercial impressions.

b. The Marks are Different in Sight and Sound

Applicant further submits that the sight and sound of Applicant’s mark and Registrant’s mark are significantly different. When addressing the similarity of marks in the analysis of likelihood of confusion, marks must be considered in their entirety. See Opryland USA Inc. v. Great American Music Show, Inc., 970 F.2d 847, 851, 23 U.S.P.Q. 2d 1471, 1473 (Fed. Cir. 1992). “[I]t is well settled that a mark should not be dissected but rather must be considered *as*

a whole in determining likelihood of confusion." MarCon, Ltd. v. Avon Prods., Inc., 4 U.S.P.Q.2d 1474, 1476 (T.T.A.B. 1987) (emphasis added); see Universal Money Ctrs., Inc. v. American Tel. & Tel. Co., 22 F.3d 1527, 1531 (10th Cir. 1994) (stating that "each mark is to be considered as a whole"). The fact that marks share a common term is not determinative that a likelihood of confusion exists. See Lever Bros. Co. v. American Bakeries Co., 216 U.S.P.Q. (BNA) 177, 182 (2d Cir. 1982) ("[e]ven close similarity between two marks is not dispositive of the issue of likelihood of confusion"). Significantly, the Trademark Trial and Appeal Board has held that even a one letter difference between marks can change the commercial impression engendered by the parties' marks. Conde Nast Publications, Inc. v. Miss Quality, Inc., 184 U.S.P.Q. 422 (C.C.P.A. 1975) (no confusing similarity between COUNTRY VOGUES and VOGUE); Land-O-Nod Co. v. Paulison, 220 U.S.P.Q. 61 (T.T.A.B. 1983) (no confusing similarity between CHIROPRACTIC and CHIRO-MATIC); Wooster Brush Co. v. Prager Brush Co., 231 U.S.P.Q. 316 (T.T.A.B. 1986) (no confusing similarity between POLY PRO and POLY FLO).

Applicant's Mark, when considered in its entirety, is quite different from Registrant's Mark. The marks, as seen below next to each other, have obvious visual differences:

Applicant's Mark: HEALTHY NEVER LOOKED SO GOOD

Registrant's Mark: HEALTHY NEVER TASTED THIS GOOD

Additionally, the marks when spoken aloud do not sound alike and therefore are not aurally similar. See In re Eaton Corp., Serial No. 85030456 (December 8, 2011) (even weak portions of a trademark can contribute to that mark sounding different for purposes of the likelihood of confusion analysis).

Moreover, the fact that the two marks share the terms HEALTHY NEVER and GOOD is not determinative that a likelihood of confusion exists. See In re HerbalScience Group, LLC, 95 USPQ2d 1321 (TTAB 2010) (MINDPOWER for botanical extracts for use in the manufacture of pharmaceutical and nutraceuticals not confusingly similar with MIND POWER RK for dietary and nutritional supplements due to significant differences in trade channels and classes of customers); Lever Bros. Co., 216 U.S.P.Q. (BNA) at 182 (AUTUMN for margarine not confusingly similar to AUTUMN GRAIN for bread); *In re Hartz Hotel Services, Inc.*, 102 USPQ2d 1150 (TTAB 2012) (GRAND HOTEL NYC and GRAND HOTEL not confusingly similar for hotel services).

Accordingly, the differences in sight and sound between Applicant's Mark and the Registered Mark further renders confusion between the marks unlikely.

Conclusion

In light of the foregoing analysis, Applicant propounds that there is no likelihood of confusion due to the considerable differences between Applicant's goods and Registrant's goods, the different consumers of Applicant's and Registrant's goods, and the differences in the sight, sound, connotation, and commercial impression of the marks themselves. As such, Applicant respectfully requests that the ground for refusal cited against Applicant be withdrawn, and that Applicant's Mark be approved for publication.

Dated: November 26, 2014

Respectfully Submitted,

FRANKFURT KURNIT KLEIN & SELZ, P.C.

A handwritten signature in black ink, appearing to be 'R. Selz', written in a cursive style.

By: _____

Mary Sotis
Rachel Kronman
Sarah Lippman
Attorneys for Applicant
488 Madison Avenue
New York, NY 10022
(212) 980-0120

EXHIBIT A

The Official South Beach Diet • South Beach Diet 100-Calorie Smoothies

South Beach Diet 100-Calorie Smoothies

print
email
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Twitter
50
Like
1
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Deliciously Different

Delicious, creamy and only 100 guilt-free calories! Packed with protein and fiber, these delicious snack smoothies will keep you satisfied. Find them in the Weight Management Aisle.

FREE Diet Profile

Is the South Beach Diet right for you?

Weight lbs

My Goal lbs

Height ft in

Age yrs

I am a Woman Man

Your Email

Get Your Results!

We'll send you follow-up emails. Privacy Policy

Packed with protein and fiber, rich and creamy South Beach Diet® 100-Calorie Smoothies keep you full and satisfied. With just 100 guilt-free calories, they're a deliciously different part of your weight loss plan.

100-Calorie Smoothies



Chocolate Truffle Smoothie

Creamy, smooth and chocolaty, these delicious Chocolate Truffle 100-Calorie Smoothies will curb your cravings and satisfy your sweet tooth.

- + 100 guilt-free calories
- + 45% less sugar than the leading weight loss shake*
- No artificial flavors, sweeteners or sugar alcohols

One nutritional information

*9 g sugar per 8 fl. oz. vs. leading weight loss shake: 16 g sugar per 10 fl. oz.

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South Beach Diet Products FAQs >

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With great teeth.

Exhibit B



HEALTHY LIVING

Drinking Fruit Juice Ruins Diets: Food Facades To Avoid

Jul 2, 2013 03:25 PM

By Samantha Olson

 @snowrite124



A study suggests dieters to avoid drinking fruit juice, especially because of the high levels of sugar. *Rel Waldman, CC BY-ND 2.0*

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Nutritionists at [Tesco Diets](#) have targeted a couple of the elusive weight-gain culprits of the summer. There are many foods we are consuming that are a lot less healthy than we think, especially when we see words like 'fruit.' Catherine Matthews, one of the

nutritionists, says that fruit juice is actually the fastest way to gain weight.

"It takes less than a minute for most people to drink 150 calories," she said.

Fruit juice can be deceptively bad for you with its high sugar content and lack of fiber, causing sugars to be absorbed that much more quickly, which results in sugar highs and crashes paired with irritable, sluggish moods. Fruit itself has a natural protective layer of fiber that acts as a barrier for the intestine, which slows the absorption of sugar. This allows the liver to take the sugar at a steady rate. However, when consumed as juice or a smoothie, the fruit's fiber barrier is gone, which allows sugar to flow freely, ultimately overloading the liver.

This overload gives the body a burst of energy, which drops just as quickly as it spikes, also known as the 'sugar crash.' During this crash, the body sometimes starts experiencing hunger pangs, leading to more negative juice drinking outcomes.

Fruit sugar that is not burned off is converted into fat. Furthermore, a single serving of fruit juice contains the same amount of sugar as three-and-a-half doughnuts or 13 donut holes.

"You may think a fruit or veggie smoothie is packed with vitamins and minerals, but it is [like juice] also laden with sugar. Some contain as much sugar as fizzy drinks," Matthews said.

In order to quell the fruit juice urges, Tesco suggests replacing the juice for sugar-free squash or just dilute the juice with water if the sweetness is too tempting. Try eating actual whole fruit instead, in order to get the boost of fiber the body needs and slow down the sugar absorption.

Juice drinks are often confused with fruit juice, which contain only natural sugar. Juice drinks, on the other hand, contain added and artificial sugar, which makes the drink essentially just water and sugar.

"All of these beverages are largely the same. They are 100 percent sugar," Dr. David Ludwig, an expert on pediatric obesity at Children's Hospital Boston, said to CBS News. "Juice is only minimally better than soda."

There are other dangers lurking in juices too, such as cranberry juice's oxalate levels, which research found to have a direct link to kidney stones, though it was once thought to be a preventative measure.

Orange juice drinks do contain a sufficient amount of vitamin C; however, they are also corrosive to the teeth and feet. Due to the drink's high level of acidity, orange juice has a pH balance of 3.4, with 7 being the most acidic. Drinking orange juice on an empty stomach can aggravate any gastrointestinal conditions one may have. The regular consumption of orange juice can cause erosion to the enamel, the protective layer on teeth.

What's more, grape juice drinks tend to lower iron levels, making the body feel even more tired. Anemic people as well as those suffering from chronic fatigue syndrome, fibromyalgia, and polymyalgia rheumatica are advised to avoid drinking grape juice due to the high levels of sugar that deceitfully don't provide energy. The study revealed a single 250-milliliter serving of white grape juice contains just as much sugar as four Krispy Kreme glazed doughnuts.

"Sodas, sweet teas and fruit drinks can blow your calorie budget," said Dr. Christine Gerbstadt, M.D., R.D., author of *Doctor's Detox Diet*. "And artificially sweetened drinks can make your taste buds crave sugary things."

Nutritionists concluded that the best way to get healthy sweets are by eating whole fruits. The Tesco nutritionists also found some other facade diet foods, such as olive oil. Although olive oil has its benefits, one teaspoon alone contains 50 calories. Using olive oil spray, however, will cut the amount of calories by about 90 percent.

Brown bread should never be consumed without checking the ingredients first. Many companies will use dyes to make their breads appear healthier. Check the list to make sure the loaf is rich in fiber wholemeal or wholegrain.

Dried fruits, nuts, and granola also all seem like healthy and harmless snacks — that is, until you see the ingredients reveal high levels of sugar, salt, and fat. It's important to choose the unsalted nuts, and replace dried fruit with fresh fruit, and granola with branflakes.

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Aug152012

Why You Should Avoid Orange Juice

Like < 253 Tweet < 8
68

Wednesday,
August 15, 2012



A little while back, I wrote an article called [14 Ways to Get Fatter](#). One of the 14 fat-gaining habits I wrote about was to "Start Each Day with a Bowl of Cereal and Fruit Juice." Though this is a common American breakfast today, it's not a great way to start the day. Not only is such a breakfast low in protein and good fat, it's also very high in carbohydrates, much of which are highly processed. We'll save the [cereal as the topic for a different day](#). The most popular fruit juice is still orange juice, with more than 25% of the population drinking it at least three times per week.[\[i\]](#) A new study looked at the effects of drinking orange juice with breakfast. Investigators compared a standard breakfast with orange juice or water as the beverage, and analyzed the effects they had on lipid profiles and fat utilization.[\[ii\]](#)

Any fruit juice contains a high concentration of sugar. Even though the juice may be squeezed from fruit, the effects the concentrated juice has on the body are quite different from what happens when consuming [a piece of whole fruit](#). The processing that store-bought juice goes through is much more than simply squeezing the juice out of fruit. According to the US Dietary Guidelines, fruit juice is acceptable as a "serving" of fruit, leaving many people feeling they'll get similar benefits from drinking juice as they would from whole fruit. And since so many people look for convenience, it's easy to understand why they pick fruit juice over whole fruit.

Fruit juice contains both fructose and glucose. Fructose does not have much of an impact on raising blood sugar because of the way it is metabolized by the liver, but it may lead to a [variety of health concerns](#), including elevated triglyceride levels and development of

non-alcoholic fatty liver disease. Glucose raises [blood sugar levels](#), which increases insulin secretion and over time, can help contribute to insulin resistance. Though some people may think drinking fruit juice in [moderation](#) is okay, the study shows that drinking it has an immediate effect on [one's metabolism](#), which should make you think twice about adding it to your nutrition plan.

The Study

Participants in the study were fed a breakfast quite different from the [breakfast we'd recommend](#) for people. It included one serving of cereal with 2% milk and one serving of cream cheese on one-half of a toasted plain bagel. This was a crossover study, meaning the same group was fed on two different occasions. On one occasion, they were fed the breakfast mentioned, along with tap water to drink. On the other occasion, the water was replaced with two cups (500 mL) of orange juice. The breakfast food itself was bad enough without the OJ, supplying 55 grams of carbohydrate, but when the orange juice was added, the breakfast meal totaled a whopping 106 grams of carbohydrates. Though that sounds like a lot, it's common for millions of Americans.

Study Findings

The breakfast that included orange juice contained an additional 51 grams of carbohydrates. The feeling of hunger following both meals was the same. This means that even though the breakfast with orange juice contained more calories and a lot more carbohydrates, these extra calories did not signal the body to eat less following the meal. Sugary foods often do little to curb appetite, so people may eat a lot more without feeling like they've done so.

Another interesting effect was that HDL cholesterol (protective cholesterol) was lower after the breakfast that included the orange juice. Also, for the adults in the study, plasma free fatty acids (fatty acids used for fuel) were reduced, and [triglycerides](#) and VLDL (small, dense) cholesterol were much higher after the breakfast with orange juice. Fat utilization after the breakfast with orange juice was reduced by about 30%! So following the breakfast with the orange juice, study participants saw a reduction in fat burning (or increased reliance on sugar for energy), lowered HDL cholesterol, and increased triglycerides and VLDL cholesterol.

Additional Thoughts

There were a couple of flaws in the study. The study did not maintain the same calorie levels between the two breakfasts. Orange juice added a couple hundred more calories to the breakfast meal, so we can't say the change in [lipids](#) and [fat utilization](#) was *because of* the orange juice itself, or simply because of the increased carbohydrates consumed. It would have been interesting to see what would have happened if a third breakfast had been served. In the third breakfast option, participants could have been fed a larger amount of cereal or the other half of the bagel, which would have also increased the carbohydrate content. In all likelihood, the issue is the higher amount of carbohydrate, and it probably wouldn't have mattered if it came from the orange juice, or extra cereal or more of [the bagel](#).

Also, it would have been wise to compare the baseline breakfast in this study against a [healthier, lower-carb and higher-protein breakfast](#). More than likely, the fat utilization and lipid parameters would have been further improved by avoiding the bagel and cereal all together, and replacing them with an omelet and water, tea or coffee.

If you have the habit of drinking fruit juice with breakfast, consider making a change. Though there are some vitamins in a typical glass of juice, the amount of sugar in it isn't that much different than drinking soda. I haven't had a chance to read it yet, but I have [Squeezed: What You Don't Know About Orange Juice](#) on my list of books to read. The highly recommended book details the history of orange juice manufacturing and leads the reader through the process of producing it. Like many of the foods in our diet, orange juice goes through more processing than most people realize. A piece of whole fruit would be much healthier. A [lower-carb, higher-protein breakfast](#) would be even better. If you want to be a fat-burning machine, skip the juice. Drink water, coffee, tea and some full-fat milk (if you tolerate it) instead.

Written By Tom Nikkola - Director of Nutrition and Weight Management 

[\[i\]](#) Florida Citrus Growers. **IPSOS Orange Juice Segmentation Study**. The Richards Group 2009. <https://www.box.net/shared/f6s024i0ivq6taq909ie>

[\[ii\]](#) Stookey JD, Hamer J, Espinoza G, et al. **Orange Juice Limits Postprandial Fat Oxidation after Breakfast in Normal-Weight Adolescents and Adults**. *Adv.Nutr.* 3: 629S-635S. 2012



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Orange Juice and Weight Loss

Last Updated: Feb 08, 2014 | By Mike Samuels



woman drinking glass of orange juice Photo Credit Wavebreakmedia Ltd/Wavebreak Media/Getty Images

Fruits and vegetables have many health benefits, so you might be thinking that a glass or two of orange juice per day can only be helpful for weight loss. This may not be the case, however. While orange juice may be high in vitamins and minerals, it's also calorie-dense, meaning it's easy to consume too much of it and hinder weight loss.

Calorie Counting

An 8-ounce serving of orange juice contains 110 calories, of which 96 come from sugar. Ounce for ounce, this is only slightly less than chocolate milk, lemonade, cola and sugary energy drinks. The U.S. Department of Agriculture guidelines state that adult men need between 2,000 and 3,000 calories per day for weight maintenance, while women need 1,600 to 2,400. This means just one glass of orange juice accounts for 3.6



glass of fresh squeezed orange juice Photo Credit 8vFan/IStock/Getty Images

percent to 6.9 percent of your daily recommended intake.

Sneaky Sugar



woman holding glass of orange juice Photo Credit Jupiterimages/Pixland/Getty

One of the main downsides to drinking orange juice when trying to lose weight is the sugar content. Excess sugar consumption can raise blood sugar levels, which can hinder your weight loss. Additionally, nutritionist Dr. Jonny Bowden notes that when compared to other types of sugar, fructose -- the sugar found in juice -- converts to fat more quickly.

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Juice-only diets, or juice fasts, are one way to lose weight while supposedly cleansing your body. You might be tempted to try a fasting diet using orange juice, but this would be a mistake. Juice isn't bad, but to use it as a cleanser is futile, Stella L. Volpe of the Department of Nutrition Sciences at Drexel University told "Cosmopolitan" magazine. Drinking juice doesn't fill you up, claims professor Barry Popkin of the

Department of Nutrition at the University of North Carolina in an interview with the "Daily Telegraph." You can have a sugar-filled glass of juice and yet be hungry in a couple of hours, leading you to take in more overall calories during the day.

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Finding a Balance



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Orange juice can be part of your weight-loss diet, but because it's easy to overconsume and doesn't fill you up, it may be best to avoid juice. For a more filling, yet naturally sweet snack, eat an orange instead. You get all the vitamins and minerals that juice contains but with added fiber, which keeps you feeling full.

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COMPANY PROFILE

Blue Lake Citrus Products, Inc., is a Florida based company. Quickly becoming a leader in the Florida organic juice industry, Blue Lake Citrus gained a reputation for squeezing fruit at the perfect ripeness to provide the best flavor and premium quality. Blue Lake Citrus Products has supplied the domestic and international markets with all natural and organic juices for years under the Noble Juice, Blue Lake and Noble Organics brands.



"With NatureWorks® polymer we are also stimulating the mind of our consumer by making our product available in an eco-friendly bottle made 100 percent from an annually renewable natural source."

- Wade Groetsch, president of Noble Juice.

PRODUCTS AND PARTICIPATION

Noble Juice was the first juice available in bottles made from NatureWorks® polymer. Bottles are available in a 32 ounce form for all premium, natural juices – flavors include tangerine, tangerine clementine and tangerine guava mango as well as organic juices and organic lemonades. Products are available at Wal-Mart stores nationally as well as a number of grocers including Publix, Kroger, Stop & Shop and A&P.

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